



Imagery for the Nation

U.S. Department of Agriculture
U.S. Geological Survey

Aerial and satellite imagery, in the form of digital orthoimagery, is the foundation for most public and private Geographic Information Systems. It is an essential commodity that is being developed by thousands of different entities across the Nation (e.g. 3,141 counties and 30,000+ incorporated cities) without national coordination or oversight. This leads to unnecessarily higher costs, varying quality, duplication of effort, and inconsistent products. By establishing basic standards and using large area contracts, the quality of imagery for all applications can be significantly improved while its cost is significantly lowered. Resolving this issue is a precursor to effective government, homeland security, and response to national disasters such as hurricanes or wildfires by all levels of government.

The National States Geographic Information Council (NSGIC) is working with the U.S. Geological Survey and the Department of Agriculture to create a new nationwide aerial imaging program (known as Imagery for the Nation) that will collect and disseminate standardized multi-resolution products on regular schedules. Local, state, regional, tribal, and federal partners will be able to exercise enhancement options for higher resolution/accuracy products based on their unique requirements. This program will cost approximately \$114 million per year for the first 3 year cycle to implement, but it will result in savings estimated to be \$53 million per year (over current practices) due to more efficient contracting, elimination of duplicative programs, and application of uniform standards.

Imagery has become a “commodity” product that falls into an unusual niche based on its price. It has become

inexpensive enough that many urban government agencies and businesses do not hesitate to contract for its development in an uncoordinated fashion, while it is far too expensive for others to obtain it. Imagery for the Nation provides a stable nationwide program that will also save significant taxpayer dollars through cost avoidance. In addition, the “downstream” benefits on the U.S. economy are very significant because imagery serves as a base for all Internet mapping systems and location based services that are used for such varying purposes as real estate transactions and family vacation planning.

A National Survey

NSGIC initiated a national survey to collect and analyze information on the use of imagery and needs across all levels of government & the private sector. 1,887 responses were obtained from the following groups:

Local & Regional Government	47%
State Government	18%
Federal Government	7%
All Other Sectors	28%

The survey respondents told us that:

- 79% were enthusiastic and positive about Imagery for the Nation
- 17% were neutral about the program
- 4% didn't believe the program would happen or that it would meet their needs
- Western States have equity concerns

Results also showed that the “buy-up” options of the program were important to the respondents who will provide additional funds to:

Increase Resolution	45%
Obtain Better Elevation Data	32%
Improve Horizontal Accuracy	30%
Remove Building “Lean”	22%
Increase Frequency	19%



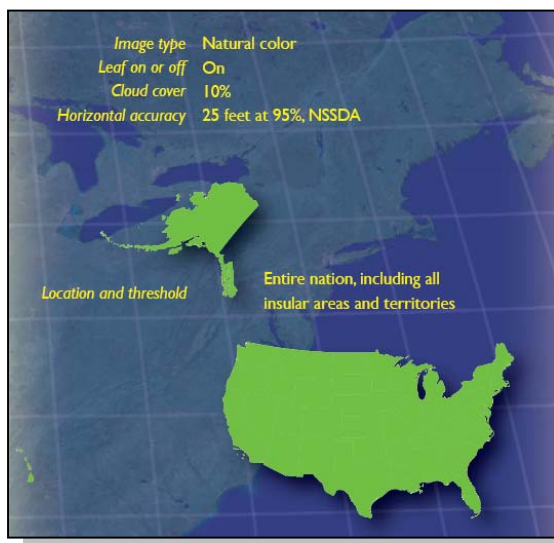
Current Expenditures

The following table is based on the 1,887 responses to the National Survey on Imagery for the Nation. 1,307 people taking the survey indicated that they pay for imagery and characterized their average annual expenditure in the following way.

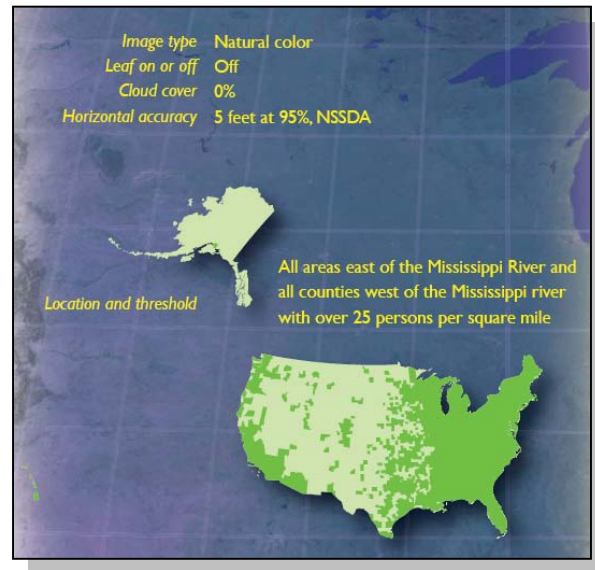
Average Annual Expenditure on Imagery	Response Total
Less than \$25,000	655
\$25,001 to \$50,000	214
\$50,001 to \$100,000	158
\$100,001 to \$150,000	98
\$150,001 to \$200,000	39
\$200,001 to \$300,000	38
\$300,001 to \$400,000	25
Greater than \$400,000	80

Using the median figures in each category (except the \$400,000 level), this sample group reported expenditures totaling nearly \$97.4 million each year. Federal respondents reported expenditures of \$14.8 million for their annual imagery needs, while local and state governments reported \$36.4 and \$25.8 million respectively.

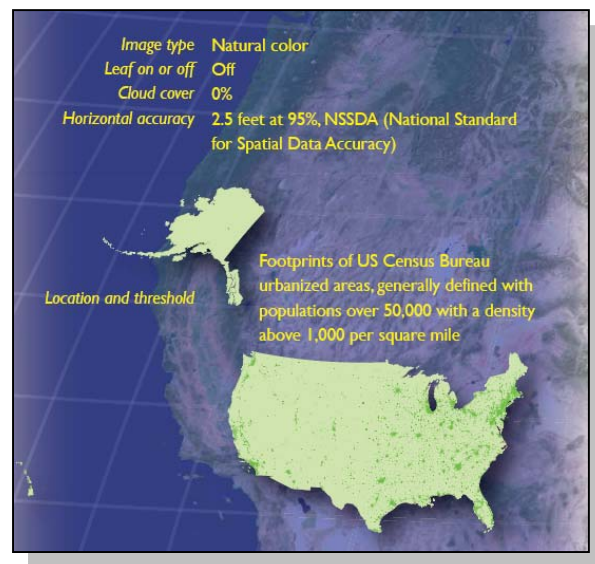
One Meter Imagery



One Foot Imagery



Six Inch Imagery



Imagery for the Nation is:

- Smart & Efficient Government
- Public Service
- Taxpayer Savings
- The Right Model for Partnerships